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JUNE, 1966



20th Anniversary Issue

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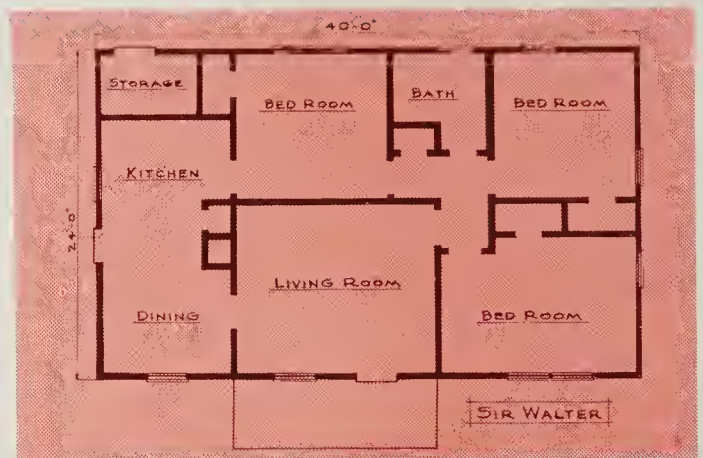
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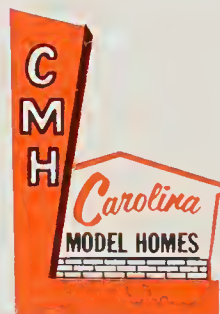
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Carolina MODEL HOMES CORP.

The CAROLINA FARMER

Vol. 21, No. 6, June, 1966

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Official Publication
Tarheel Electric
Membership Association
P. O. Box 1699 • Raleigh, N. C.

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Needed Safeguards

One of the most important pieces of legislation before this session of Congress is a bill to bring funds from the private money market into the rural electrification program for the first time.

The legislation deals with a problem which has plagued rural electric systems for many years—the problem of obtaining adequate growth capital to finance plant expansion necessary to meet increasing power demands of rural America.

Two bills have been introduced—one by Rep. W. R. Poage (D-Tex.) and the other by Rep. Harold Cooley (D-N.C.). Both follow closely a finance plan developed by the National Rural Electric Cooperative Association and a New York investment firm.

The plan calls for the retention of the traditional two-percent, 35-year loan program for those systems which still need it and the establishment of a Federal Bank for Rural Electric Systems. Supplementary funds from the private money market and from participating electric co-ops could be made available through the bank to systems which are able to use capital at a higher interest rate.

THE CAROLINA FARMER believes this is an approach that will provide a way for rural electric cooperatives to move toward maturity and the ultimate goal of independence from government financing. However, this goal can not be realized unless Congress passes a bill that will:

—adequately fund the Federal Bank so that it can meet the capital needs of a vital, growing rural America. The lack of sufficient capital could slowly strangle the rural electric program.

—provide for control of the Federal Bank to pass from government to electric co-op hands when electric co-ops own a majority of the stock in the bank. This would provide the incentive for greater participation by more cooperatives.

—provide for interest rates that would be low enough to accomplish the objectives of the rural electrification program. Area coverage service at reasonable rates is a goal that must not be abandoned.

—structure the financing of the bank so that funds for it will be provided without the need for constantly fighting for funds against intensive lobbying efforts by the private companies. Such battles are a needless drain on the consumers of both the cooperatives and the private power companies.

COVER—It's hazardous to speculate on June's weather—especially in the midst of a May cold snap. But here goes: Hot weather (is) (will soon be) here! (Choose one.) And the only thing that beats a comfortable air-conditioned room is a comfortable air-conditioned lake. One full of fish like this one.

This month . . .

- 4 THE FRONT PORCH
By Dick Pence
- 5 TARHEEL RURAL LINES
By J. C. Brown Jr.
- 8 A LOOK BACKWARD
The first 20 years
- 10 SOMETHING NEW
Nursing tobacco
- 12 THE CAROLINA HOMEMAKER
Old friends revisited
- 19 TEEN PAGE
The kids take over
- 22 HALE!
Time for laugh

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by Dick Pence



Turning back the pages . . .

WITH THIS issue *The Carolina Farmer* begins its 21st year of publication. A magazine like it is much more than ink and paper. It's more than pictures and stories. A publication's success is usually summed up in one word: people. To be sure, this includes the people who write and edit it; but most of all it is the people who are written about and those who take the time to read what is written about others.

In all of its 20 years, *The Carolina Farmer* has been a "people" magazine. This comes home to you when you read what the former editors wrote for this issue (page 8) or when you review past Carolina Homemaker pages—as Becky Rivers has done on pages 12 and 13.

These last five years as editor have made me aware of the important part many people have played in making my job more rewarding and the magazine what it has been.

I remember people such as the Bill Simmonses, the Union EMC members whose story appeared in one of the first issues I edited. They more than allowed me into their home to interview them—they practically adopted me.

I remember, too, the many folks from western North Carolina who fought overwhelming odds in the two gruelling Nantahala Power and Light Company cases.

And the printers and free lance photographers, artists and writers, who took as much pride in making the magazine better as the regular staff. People such as John Corey, who kept us supplied with stories from the west before he moved to Raleigh, and Ralph Mills, the N.C. State photographer who furnishes most of our cover photos. Or Martha Cartwright Paul, a Woodstock EMC member whose first story appeared on our pages.

But the people I appreciate most are those of you who read our magazine and take the time to write and tell us about it. Two things have always amazed me since I took this job. One is the kindness and warmth of the people whose letters flow into our office each month. The other is the nice way all of you have received me and other staff members when we have had the privilege of attending your annual meetings. You make us feel important beyond our worth—but we're proud of it.

WE CAN'T LET this occasion pass without recapping some of the honors that have come to your magazine. Over the years *The Carolina Farmer* has been the recipient of a number of awards.

Most of the time we've told you about them; sometimes we slipped up and didn't. At any rate, much of the credit for these awards goes to the Tarheel Electric officials who have always given strong backing to the magazine—and to the fine staff members it has always been the privilege of *The Carolina Farmer* editor to work with.

The highest award that can come to a statewide rural electric magazine is the George Haggard Award, presented by the National Rural Electric Cooperative Association. The award was named for an REA official who was killed in a plane crash. He had been instrumental in starting one of the first statewide rural electric publications. The award goes annually to a rural electric publication for the "most forthright and effective treatment of the overall objectives of rural electrification."

The Carolina Farmer is the only two-time winner of this award, having received it for the years 1960 and 1961.

Rural Electric Consumer Publications, a cooperative which sells national advertising for *The Carolina Farmer* and its sister publications, also presented awards for a number of years. In both 1959 and 1960 *The Carolina Farmer* was judged best in "human interest" among the nation's rural electric publications. In 1963 it received an award for "outstanding editorial page effectiveness."

The RECP awards program was superceded by the program of the newly formed National Electric Cooperative Association. That year the organization honored *The Carolina Farmer* for "outstanding political effectiveness." In 1965 it was honored for "outstanding appearance."

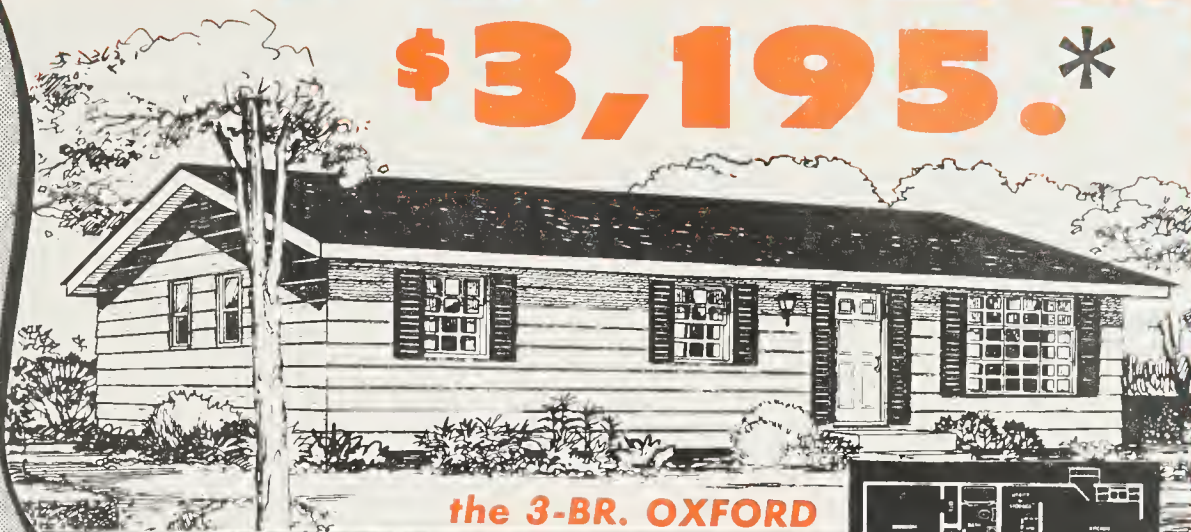


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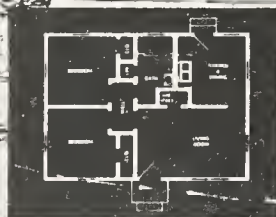
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TARHEEL RURAL LINES

reports on events of importance to rural electric co-op members/by J. C. Brown Jr.

Co-ops Win Another FPC Victory

NORTH CAROLINA rural electric co-ops and the general public have won another significant victory before the Federal Power Commission. Just two months ago we reported that they—along with co-ops in West Virginia and Virginia—were successful in getting the FPC to order hearings on Appalachian Power Company's proposal for a hydroelectric development on the New River. The latest victory came last month when the commission ordered hearings on Duke Power Company's proposed developments on the upper reaches of the Savannah River. This time the Tarheel co-ops had support from Georgia EMC's.

At issue in both proceedings is whether the plans of the power companies would hamper orderly multipurpose development of the river basins and whether the public interest is fully protected. Electric co-ops have taken the position that these issues can only be resolved by full-scale open hearings.

The FPC agrees. In its latest order, affecting the Duke proposal, it said the co-ops have "raised various unresolved factual issues as to the conformity of the proposed project to the standards of the Federal Power Act These issues appear to require determination on the basis of a formal record."

We said it before: If the power companies' plans for developing the people's public resources are sound, they should be able to stand up under the light of a public hearing—something the companies have bitterly fought.

While neither of the projects would be located in North Carolina, both would back waters into our state, and both would be within easy transmission distance of several Tarheel co-ops and municipalities. These groups would be preference customers for power from federal dams at these sites and thus would have a new source of low-cost power.

Governor Makes Appointments

★
GOVERNOR MOORE has reappointed Gwyn Price to his long-time post as Chairman of the North Carolina Rural Electrification Authority and named two new members of the Authority board. Named were T. W. Allen, Creedmore, and W. K. Benson, Battleboro, a member of the board of directors of Edgecombe-Martin County EMC.

Death Takes Leader, Friend

★
TWO RECENT DEATHS have deprived rural electrification of a dedicated worker and a good friend. F. T. Joyner, manager of Piedmont EMC in Hillsborough, died in April. In March he was elected vice president of TEMA after having served as secretary-treasurer and chairman of the finance committee for nine years. Joyner had served in every office in TEMA and the electric co-op managers association which preceded it. State Representative Glenn Hawfield, who was seeking another term, died in May. He had been a consistent supporter of rural electrification in the General Assembly.

NEWS NOTES

COOLEY INTRODUCES FINANCING BILL

Rep. Harold Cooley (D-N.C.), chairman of the House Agriculture Committee, formally introduced in the House last month the Johnson Administration's bill to provide supplemental financing for rural electric and telephone systems.

The measure is identical to the plan presented to Congress by Secretary of Agriculture Orville L. Freeman in April. The nation's electric co-ops support the concepts and most of the provisions in the Administration's bill, but it is more closely aligned with a bill offered by Rep. W. R. Poage (D-Tex.), vice chairman of the House Agriculture Committee. Both the Cooley and Poage measures are being taken up by the House Agriculture Committee.

The Cooley bill is identified as H. R. 14337 and the Poage measure as H. R. 14000.

HAYWOOD EMC CITED BY SAFETY COUNCIL

The National Safety Council has presented Haywood EMC a certificate of commendation for an 11-year safety record compiled by co-op employees.

The certificate was given for "operation of 576,341 man-hours without a lost-time accident or disabling injury from June 10, 1953 to Dec. 31, 1965.

FARM MATERIALS SHOW SET FOR JANUARY '67

A repeat performance of the successful Farm Materials Handling Exposition held at William Neal Reynolds Coliseum last January has been scheduled for 1967.

The show, sponsored by North Carolina power suppliers, including electric co-ops, is scheduled for Jan. 18 and 19 in J. S. Dorton Arena at the State Fairgrounds. The exposition is being moved from the Coliseum to the Arena to meet the demand for exhibit space.

Last year's show was attended by thousands of farmers from across the state and was acclaimed by exhibitors and viewers alike as outstanding.

NEW ELECTRIC CO-OP STARTS IN NICARAGUA

Nearly 10,000 rural residents of

Nicaragua received electricity for the first time last month as the result of power-on-the-line from their new rural electric co-op.

The co-op, serving a 115-square-mile area, is the first system to get underway in Central America through the NRECA-AID program to export the REA pattern. Robert Kabat, director of NRECA's management services department and James Ross, NRECA's assistant admin-

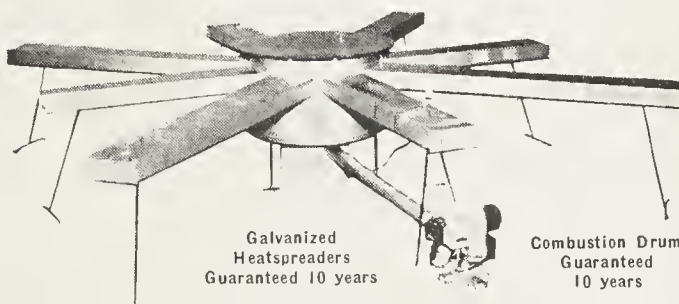
istrator for Latin American affairs, attended the ceremonies.

ELLIS IMPROVES

NRECA General Manager Clyde T. Ellis is spending most of his time at the New York University Medical Center's Institute of Physical Medicine where he continues to make excellent progress in recovering from the heart attack and stroke he suffered last September.

FLORENCE-MAYO SUPER SUPER JET STARTS ON UP TO 60% LESS CURRENT

CHOOSE FROM THESE GREAT F-M CURERS



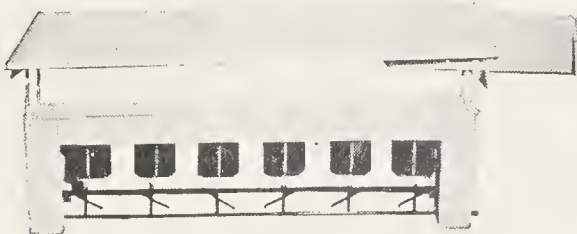
F.M. SUPER JET OIL CURER

Patented in U.S. and Canada

The most modern oil-fired curer ever marketed. Completely automatic! Outside thermostatic controls let you cure an entire barn of tobacco without entering the barn. Eight extra-large galvanized heat-spreaders provide even temperatures throughout the barn, and last 5 to 10 times longer than block stove pipe. Above-ground installation makes the Jet Oil Curer easy to install. Economical, too! Burns low-priced No. 2 fuel oil. Curing costs \$10 to \$20 per barn.

Florence-Mayo Dual Penn Thermostat.

The greatest improvement in a tobacco barn thermostat in 20 years. One knob controls two thermostats—no guess work. Up comes the Nite Lite when the Sun goes down.



F-M OPEN FLAME OIL CURER

Patented

The curer with a proven performance record in more than 50,000 barns. Simple to operate—easy to maintain. Automatic safety valves provide utmost safety! Economical to own and operate. Curing costs \$10 to \$20 per barn. NOW AVAILABLE! Automatic safety valves for each unit, at slight extra cost.

Florence-Mayo curers are 5 to 10 times safer than old-fashioned independently spaced gas burner curer (with side port burners and small heat-spreaders) that are expensive to operate. In fact, such inferior gas curers have caused hundreds of barn fires in the past 10 years.

FLORENCE-MAYO CO.

Makers of the World's Best Tobacco Curers

FARMVILLE, N.C.

1935

1966

SERVING TOBACCO FARMERS FOR 31 YEARS

A Fond Look Backward

Nicholson

A Cause Is Found

J. E. Nicholson, the founder of *THE CAROLINA FARMER*, was editor from June, 1946, through December, 1951. Since then he has been manager of Jefferson electric Cooperative in Brookville, Pa. Nicholson is among rural electric people in this country who have aided similar programs in other countries. Last year he helped organize an electric co-op in South America.

PERHAPS the most pleasant thing that can happen to a person is to be asked to contemplate an area of the past in which he made important decisions that turned out to be right and good. On this 20th anniversary of *The Carolina Farmer*, I have been given such an opportunity.

Prior to the publication of the first issue of *The Carolina Farmer* in June, 1946, the details of establishing it had taken many months. My previous experience in the farm paper field with the now-defunct *Southern Agriculturist* had made me feel prospects were favorable for a farm magazine in North Carolina. The search for a meaningful purpose for such a magazine needed considerably more effort. Looking back over 20 years from today's vantage point, the decisions in this area stand out most prominently.

Originally *The Carolina Farmer* was produced as an independent farm magazine and the editorial content was designed to support agriculture and rural people in any way possible. Home office for the magazine was in Greensboro then, where adequate production facilities were through an arrangement with the McCollough Press. This printing organization was used by many groups and it was there I met Harry Caldwell, then master of the N.C. State Grange. He offered many constructive suggestions and the magazine proudly

carried a page dedicated to Grange activities for several years. R. Flake Shaw, head of the N.C. Farm Bureau at that time, also helped in those formative years.

With production problems solved, our thoughts turned to developing the magazine's personality. Seeking guidance, I contacted W. Kerr Scott, then secretary of agriculture. He was immediately interested and allowed me to draw upon his excellent staff for articles and information. For several years the content of each issue was discussed with Scott prior to publication. His outstanding ability to separate the important from the trivial in agricultural matters was a big help in establishing early editorial policies.

The more I became acquainted with the agricultural leadership of North Carolina, the more I learned about the comparatively new rural electrification program. I was especially aware of the difficulties encountered by the electric membership corporations in their efforts to serve rural North Carolina. Most of these difficulties stemmed from the commercial companies, who seemed much more interested in blocking the development of the co-ops than in providing electric service to the same areas.

Thousands of rural people were becoming members of the electric co-ops with only one thought in mind—dependable electric service at reasonable rates. The constant attacks on co-op rural electrification efforts emphasized the need for a means of communication between the co-ops and their members. The EMC leadership decided that this could be partially accomplished by establishing newsletters to be delivered monthly to the members of each electric co-op. This was when *The Carolina Farmer* entered the rural electrification picture. A printing plant was acquired and the production of newsletters for the cooperatives included editorial assistance and member relations activities.



NICHOLSON

As I became more and more active in rural electrification, I fell in love with the program. I had earnestly sought a cause to which I could dedicate *The Carolina Farmer*—a cause that would be meaningful and in the interest of rural North Carolina. It was with a real feeling of dedication that I pledged *The Carolina Farmer* to help rural electrification. To better accomplish the objectives of this pledge, I disposed of my printing business and moved the headquarters of the magazine to Raleigh. This enabled me and the staff to function as an employed arm of the informal state association of rural electric co-ops and work more closely with allies of the program.

Although it was dedicated to the rural electrification cause, *The Carolina Farmer* remained a privately owned magazine from 1946 to 1952. This was because North Carolina did not have a formal state association capable of owning or operating anything in the common interest of all co-op members. Principal among the objectives of *The Carolina Farmer* upon being adopted as the official publication of North Carolina's electric co-ops was the establishment of a formal organization capable of coordinating activities and providing statewide leadership. The giant step in a long chain of events leading up to what is now Tarheel Electric Membership Association was taken at a meeting at Fontana

Dam in 1951 when a formal group was organized. One of the first official acts of the group was to become the owner of *The Carolina Farmer*.

When the establishment of a statewide organization seemed assured and the leadership had been informally selected, I concerned myself with the matter of continuing in the rural electrification program. It was impossible for me to consider employment in any other field as there remained so much to be done. I accepted the position of manager of a Pennsylvania electric co-op and reported for duty in November, 1951.

As I have watched *The Carolina Farmer* grow and develop under the excellent leadership it has had, I am grateful that the publication bearing the name I gave it has done so much in a program so important to the original objectives of the magazine. That it is still a part of rural electrification is all the reward I will ever need.

Anderson

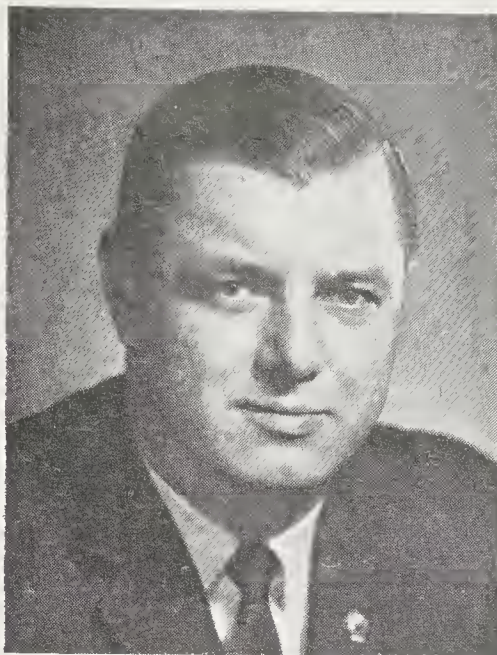
Transition, Growth

Jerry Anderson took over the editorship of this magazine shortly after the magazine was purchased by Tarheel Electric. He was editor from June, 1952, through September, 1956. Anderson is now acting general manager of the National Rural Electric Cooperative Association. Last year he spent several weeks in Vietnam, helping to survey the prospects for electric co-ops there.

NOTHING has pleased me more in recent years than the editorial and technical achievements of *The Carolina Farmer*.

As one of the small group of editors who have served the magazine over this 20-year period, I have closely followed each forward step taken, first under the direction of J. C. Brown Jr., and then Dick Pence. In my opinion, it is today, a far better magazine than it ever was in the past.

I well remember the day in May, 1952, when I went to Raleigh on loan from the French Broad Electric Membership Corporation in Marshall to keep the magazine



ANDERSON

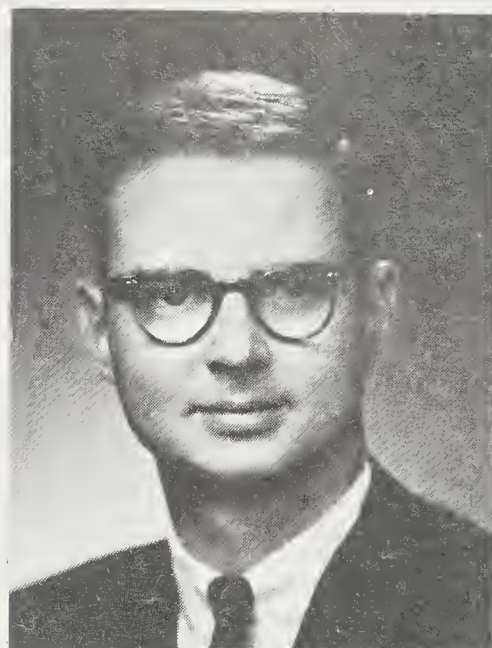
going for a three month period until the statewide association could be organized and a real editor hired. I never got back to Marshall and for the next four years the magazine absorbed my complete energy and attention.

The magazine had gotten off to a good start as an independent under founder J. E. Nicholson, now one of the country's outstanding cooperative managers in Pennsylvania, and was later purchased by the co-ops. It was during this period of transition that I became associated with the magazine. Within a few months Bill Crisp came in as manager of the statewide association and Becky Rivers joined us as assistant editor. Both made invaluable contributions to the success and progress of the magazine.

Through her columns for homemakers in *The Carolina Farmer* Becky Rivers soon became a household word in rural North Carolina. From all over the state women wrote to her about such things as cooking, sewing, and the problems associated with raising their children.

The Carolina Farmer has won the highest honors available for its type of publication. It is well conceived and edited with courage and purpose. It is important to North Carolina and important to the rural electrification program throughout the Nation.

I congratulate Dick Pence and all of his associates on this milestone and wish for the magazine many more years of success.



BROWN

Brown

The Human Element

J. C. Brown Jr. was editor of THE CAROLINA FARMER from October, 1956, through July, 1961. Since September of 1962 he has been the executive manager of Tarheel Electric Membership Association. Between those two jobs, he worked with the legislative department of the National Rural Electric Cooperative Association in Washington, D. C.

THE MOST satisfying five years in my working career began one June afternoon in 1956 when Bill Crisp, with the breathless urgency which he lends to any action, called my home and left the message that he had to see me immediately.

Out of that call came a relationship with people who had an unusual degree of devotion to each other and to the publication for which they worked. While *The Carolina Farmer* is the editorial voice of Tarheel Electric Membership Association, it has a personality apart from the Association. I think the basic reason for this lies in the fact that *The Carolina Farmer* has always been the single most important function of the Association. It has been staffed with full-time, professionally qualified editorial people who found the magazine an adequate outlet for their creative energies. While the

(Continued on page 20)



Mrs. Lee Williams demonstrates the use of a "dibble" for setting plants in individual cartons (left), while Mr. Williams



feels the fine spray mist from an irrigation system which he invented (right).

Climate-Controlled Greenhouse

IT'S POSSIBLE that the proven successes in the flower business are going to bring about some big changes in tobacco farming.

Lee Williams, owner and operator of Williams Greenhouses on Rt. 2, Marshville, is convinced that tobacco plants would live better, grow more uniformly and produce more abundantly if they were treated as well as flowers and vegetable plants. "By giving them a head start under controlled conditions," says Williams, "you can almost eliminate the need of re-planting. This will make all the plants ready for the harvester at the same time."

"There's too much of a shock on young plants taken directly from the tobacco bed and planted in the field where there's no control over the growing conditions," says Williams. "Ideally, tobacco plants could be grown in the familiar tobacco beds, than transplanted into individual cartons of soil and kept in the greenhouse under controlled conditions for

several weeks prior to transplanting in the field."

Williams is working on the equipment necessary for bringing about this change. He has already obtained patents on some of the equipment and it appears that it's only a matter of time until such an operation will be perfected and accepted.

He is working on a hydraulic device which will form depressions in individual cartons of specially prepared soil. Into each of these depressions, or holes, will go a single tobacco plant. From this operation the tray, or "flat" as Williams calls it, will move onto a vibrator which will settle the soil around the root system of the plants. The tray will then move through an irrigation system where the soil is saturated from the bottom up. The irrigation system will also water the plants from overhead with a fine spray mist to avoid battering the delicate plants into the soil.

After irrigation, plants will be moved out into the greenhouse. It hasn't been established just how long

they should remain there. But in most cases they could stay there until moisture conditions in the field were right.

Williams has been working closely with the Extension Agricultural Engineering Department at N. C. State University and in so doing has supplemented their work in tobacco research. While Williams has no plans to really get into a full-scale research project on tobacco, he does feel that the practices which have long been accepted in the flower and vegetable plant business can be adopted in the tobacco business.

Meanwhile, he is spending most of his time with the "bread-and-butter" side of his business. This year, for instance, Williams will grow and sell around one-and-a-half million plants to retail outlets in piedmont North Carolina. Roughly 60 percent of the plants will be flowers and the remaining 40 percent will consist of a variety of vegetable plants.

Williams, an N. C. State College graduate, taught agriculture for 25



Ted Hinson is a full-time employee and works primarily in selling and delivering.

By ARCHIE HATHCOCK

Tobacco

years in Union County prior to getting into the business. "I started," said Williams, "around 10 years ago with an eight- by 80-foot hotbed and I've been building ever since." The 13 greenhouses cover more than 50,000 square feet of space and of the plastic which covers it all Williams refers to as "that thin barrier between profit and loss."

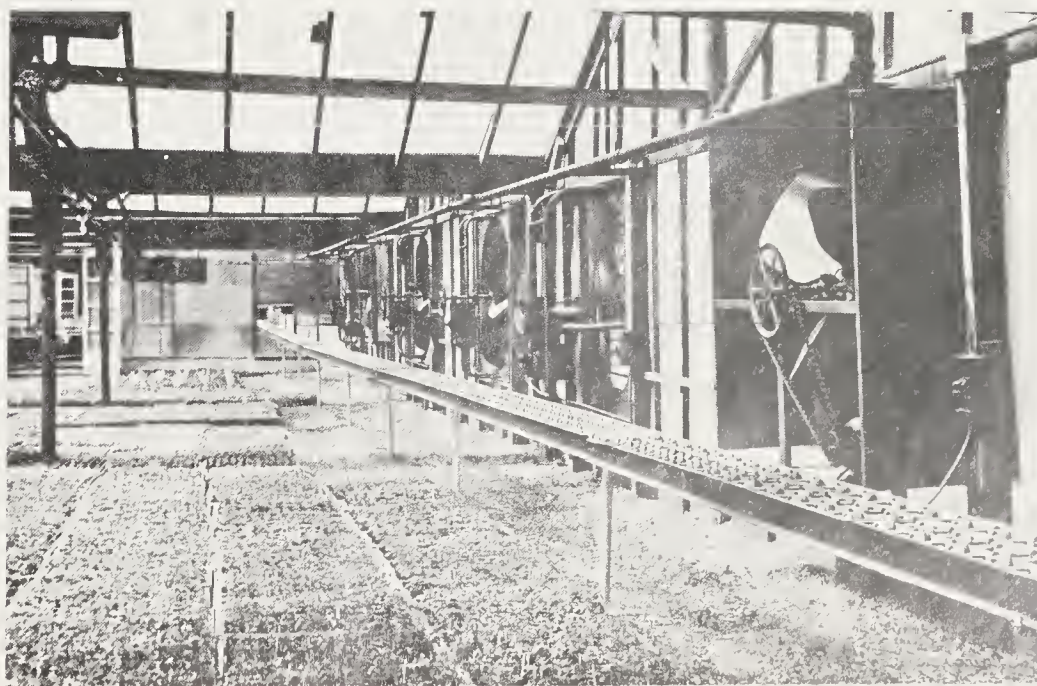
Lee, Williams' son who is now in the Army, plans to come back to go into business with his dad when he is discharged. Williams says they will form a partnership or corporation and that he plans to give him the responsibilities and let him run it. "He graduated from N. C. State in Agricultural Engineering before going into the Army and I'm looking for him to come back here in June of this year full of ideas on how we can make the business grow," said Williams.

The Williams operation, located between New Salem and Monroe, is served by Union Electric Membership Corporation. □



Most of the watering, which also contains soluble fertilizers, is done by Bruce Baucom.

Twenty-eight exhaust fans such as these are thermostatically controlled to maintain proper conditions.



Our China Anniversary

The Carolina
Homemaker

TWENTY YEARS ago this month, rural homemakers in North Carolina welcomed a stranger into their homes—*The Carolina Farmer*. And during the two decades which followed, these women became “best friends” with the Farmer’s daughter and wife, “The Carolina Homemaker.” They’ve baked by its recipes, learned greater efficiency in the use of electricity, crocheted by its patterns, and met a host of friends through its pages. During its lifetime, “The Carolina Homemaker” has had many contributors and several editors, but looking at it through the years, the same objective stands in June, 1966, that was observed in June, 1946: an objective of service to our women readers.



Mrs. Dan Harrelson, Cornelius EMC member, won these appliances in 1959 when her daughter Janet wrote winning Mothers Day letter.



A regular Carolina Homemaker pattern fan—Mrs. G. W. Bacon, Lilesville, a Pee Dee EMC member—was featured in a 1960 story.



A July, 1959, feature was on home freezers. This photo of Mrs. W. E. Coleson, Ahoskie, Roanoke EMC member, accompanied the story.

A Resume of Events and Features, June, 1946 - June, 1966

June, 1946—Vol. I, No. I. The first homemaking feature was entitled, "Hints On Post-War Food Problems." The Homemaking pages in the infant issue also included items on Home Demonstration Club Sewing Machine Clinics, children's books, selection of household appliances. One story, though written twenty years ago, is current today, "Our Children—What Are They Worth?" Its lead sentence: "Preliminary statistics from 39 states show that the school cost in North Carolina on a per pupil basis is still among those states having the lowest expenditures." In the beginning days, there was no homemaking editor on the staff. Articles were submitted by guest authors, many of them Extension Service friends.

June, 1947—Featured a story on frozen lockers. That year, Dorothy Thompson and General Eisenhower were headliners at Farm and Home Week.

June, 1948—In '48, York Kiker, a special friend of rural homemakers, edited the women's pages. Now a dairy foods specialist with the State Department of Agriculture, York was writing about dairy products in the June issue . . . and June was "Diary Month" in 1948, too.

June, 1949—During this year, York continued to edit a fine women's section, and her feature this month was on French cooking.

June, 1950—No library copies available.

June, 1951—Still edited by York Kiker, who featured in June picnic recipes and budget-saving menus. In December, 1951, the magazine was purchased by the rural electric cooperatives.

June, 1952—During this year, the cooperatives set up a statewide organization, Tarheel Electric Membership Association, with a full-time staff, including personnel for *The Carolina Farmer*. A full-time women's editor, Becky Rivers, was added to the staff in September. The June issue included a feature on kitchen planning, and added a sewing room column and a corner for teenagers, "The Farmer's Daughter."

June, 1953—Featured a story on Mrs. Lloyd Harrell, Ahoskie, Rt. 2, who had just exchanged her gas stove and

water heater for an electric range and heater—and had a love story to tell about the newly acquired appliances.

June, 1954—Care of the refrigerator, bridal shower desserts, and the addition of a free pattern service to women readers.

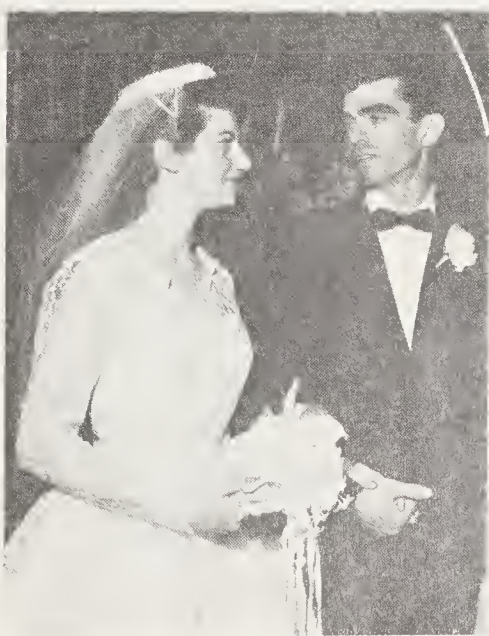
June, 1955—Innovations in new refrigerators and a "how-to" story on freezing potatoes shared honors on the women's pages this June.

June, 1956—A tenth anniversary issue.

June, 1957—Women cooperators read about a range picnic for a rainy day, cool cooking and learned how to efficiently remove spots from clothing.



Our June (1958) bride . . .



. . . and the couple.

June, 1958—Becky went to Anson County, where she met an altar-bound couple, Johnsie Treadaway and Robert Thomas (both of them from Peachland) and recorded the preparation for their lovely wedding in both picture and word. That year a reader recipe column, "Carolina Kitchens" (a forerunner to Kitchen Corner) was added to the home pages, and the June recipe came from Mrs. J. Waldo Woody, Ramseur, Rt. 1, who has since that time been one of our most faithful correspondents.

June, 1959—June was Dairy Month, again, and the homemaking feature was on dairy recipes. The recipe of the month came from Mrs. Tommy Rogers, Indian Trail.

June, 1960—This month, we saluted cheese in honor of "J is DM." Mrs. Ralph Blalock, Bear Creek, shared her party cake recipe in the "Carolina Kitchens" column.

June, 1961—The family treasure chest (the freezer) was featured; Becky wrote a column about cobweb watching; and Sue Monroe, St. Pauls, Rt. 2, gave us a pecan pie recipe.

June, 1962—During this year, Becky left the *Farmer* staff, and Lee Wilder became home editor. She wrote a delightful column monthly, "Women Talk," and her June feature was on preserving.

June, 1963—This year, Jennie Layne became women's editor, and in June she wrote of such things as freezer magic and styles for 4-H'ers.

June, 1964—Jennie added a personal column, "Just 'Tween You and Me," in which she wrote charmingly of things dear to the hearts of women. In June, the recipe of the month came from Mrs. Clint Blevins, Crumpler.

June, 1965—This month, Jennie wrote of air conditioning, and selected Mrs. Harold Lee Calhoun, Grayson, as cook of the month. During '65, the Carolina Homemaker was given the chance to visit monthly with Mrs. Erma Angevine, Coordinator of Women's Activities, National Rural Electric Cooperative Association, in her excellent column, "Family Fare." And Becky once again took up her Carolina Homemaker duties. Which brings us to June, 1966, a time to say thank you for making this anniversary possible. □

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The Name of My Electric Co-op is: _____

Family FARE

By ERMA ANGEVINE



THE CORPORATE conscience met the individual conscience before a Senate subcommittee recently. As happens so often, the corporate conscience came off second best.

James Roche, president of General Motors, expressed the corporate conscience in an abject apology to Ralph Nader, 32-year-old attorney and author of *Unsafe at Any Speed*. GM had, Roche admitted, conducted an investigation into Nader's private life that was "most unworthy."

Nader expressed the individual conscience. When one of the Senators asked why he was crusading for safer cars, Nader smiled and said, "The question wouldn't arise if I were concerned with preventing cruelty to animals." His only purpose, he made clear, is to stop the killing of 50,000 persons a year in auto accidents.

The corporate conscience, he said, is blinded by its own "mirror image"—blinded by the idea "that it's the buck that moves the man." He had talked with GM executives a year ago. "They cannot understand that preventing cruelty to humans can be sufficient motivation."

Indeed, he found that the corporate conscience smothers the individual conscience. With "invisible chains of fear," he said, the auto companies suppress discussion of car safety. They have "silenced criticism and dissent" among their own men, Nader said, by threatening to reveal "privacies of a past error, misfortune or human frailty."

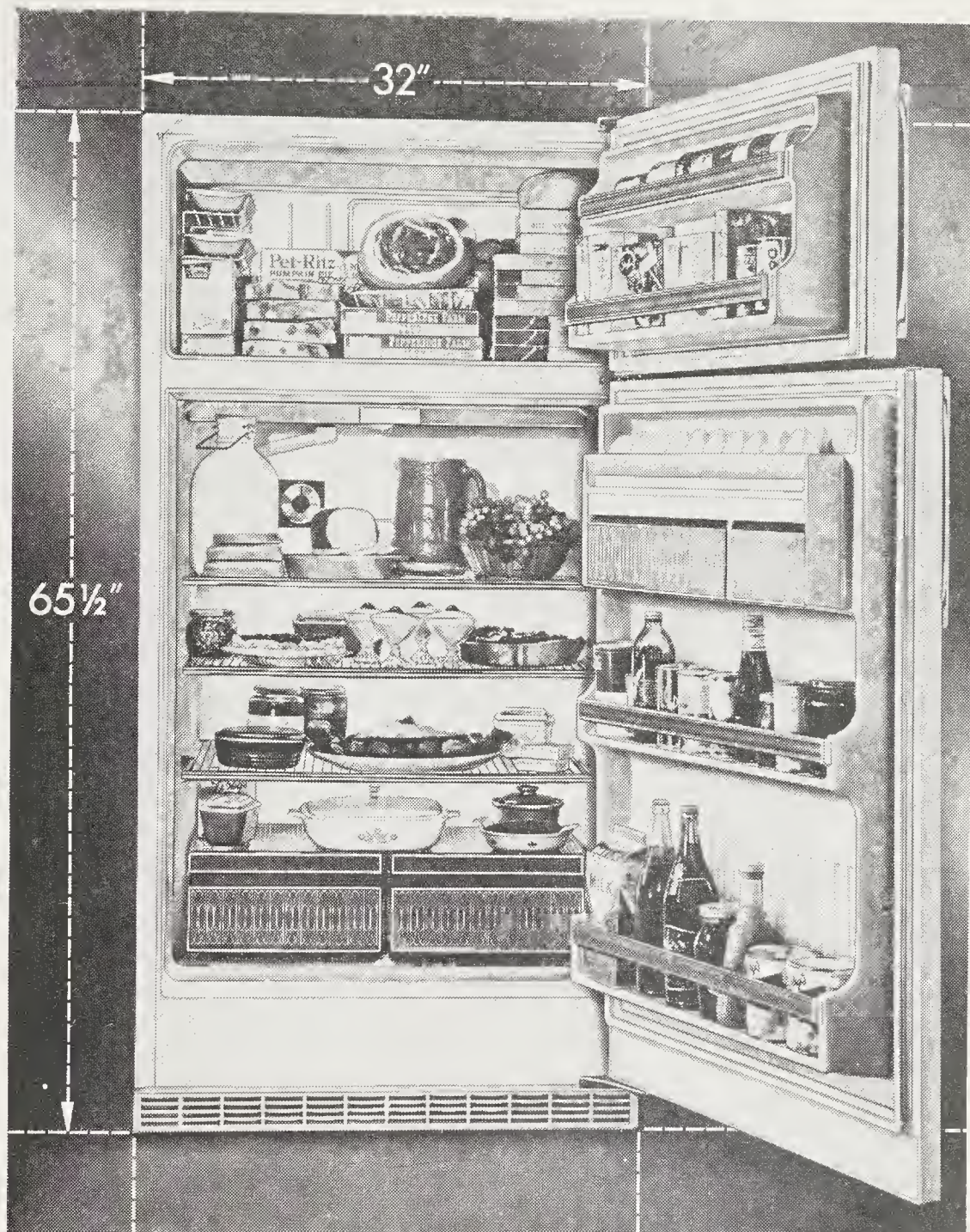
The corporate environment, he said, requires of the individual conscience "an act of courage for a statement of truth." The corporate conscience is blunt, Nader said, because the men who make the decisions sit in their executive suites remote from the "needless death, needless injury and inestimable sorrow" their decisions may cause.

"I am responsible for my actions," Nader said, "but who is responsible for those of General Motors?"

Those of us who work with cooperatives think we've found an answer to Nader's question, a way to make the corporate conscience responsible to the individual conscience. For in a rural electric co-op, the consumers own the business. The co-op, acting in the interests of its owners, cannot ignore their welfare. For the owners and the consumers are the same people.

Perhaps because we operate this way, we're often taken aback in our dealing with investor-owned utilities. We don't understand why some otherwise likeable utility official, when expressing the conscience of his corporation, will spread insinuations, half-truths and lies that he would never utter as an individual.

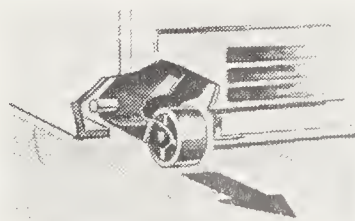
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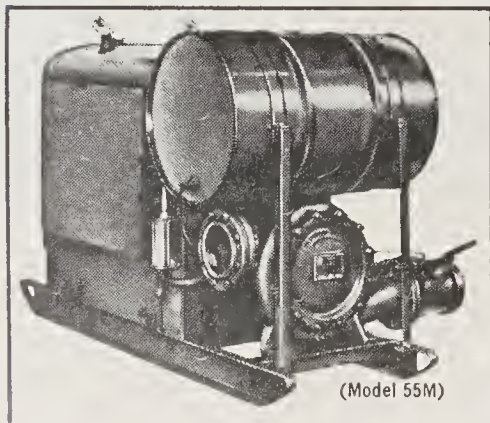


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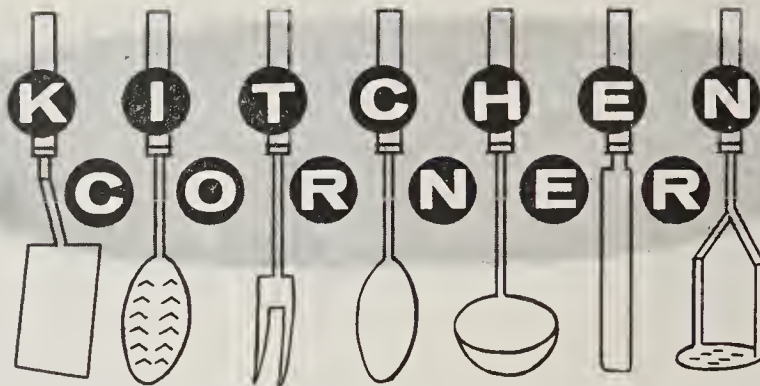
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SOUR CREAM CAKE

A homemaker who remembers the coming of rural electrification as "one of the highlights of her life," sends her favorite dessert recipe, a sour cream cake. The recipe was given her by an aunt.

Mrs. Ray Loflin, Jackson Hill, is a member of the Davidson Electric Membership Corporation, with headquarters at Lexington. She writes very warmly that following the formation of her cooperative and the advent of electricity in her home, came the building of Clear Springs Methodist Church, a long cherished and hoped-for "House of Worship Built for the Glory of God." Thanks to rural electrification, the church is fully electric and was recently air conditioned.

Both Mrs. Loflin and her husband were reared in the Jackson Hill community. The Loflins have one daughter who is a student nurse at the Charlotte Memorial Hospital, and will graduate this month.

"My family," writes Mrs. Loflin, "prefers this cake without a topping."

If you have a favorite recipe you'd like to share through this column, send it to: Rebekah Rivers, Kitchen Corner, P. O. Box 1699, Raleigh. Tell us something about yourself and family and give us the name of your electric membership corporation. We pay \$2 for the recipe chosen monthly for this column.

CAROLINA FARMER RECIPE

Submitted by Mrs. Ray Loflin, P. O. Box 5, Jackson Hill, N. C.

Sour Cream Cake

One cup sour cream

One cup butter

Three cups sugar

Three cups flour (cake or plain)

Six eggs

1/4 teaspoon salt

1/2 teaspoon baking soda

One teaspoon lemon extract

One tablespoon vanilla extract

Cream sour cream, shortening and sugar. Let stand ten minutes. Sift dry ingredients adding alternately with eggs to mixture. Add flavoring. Beat well. Bake in moderate oven in round pan with spout in center for one hour (350 degrees if oven is not too hot). Pour out of pan and add topping while hot:

Topping

1 stick butter or margarine

1 cup sugar

1/2 cup milk

Cook until forms glaze on cake

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Becky's ALMANAC

O, my love is like a red, red rose
That's newly sprung in June.
O, my love is like the melody,
That's sweetly play'd in tune.

—Robert Burns

June is full of sunshine and roses and pearls; it's a month of brides and graduations; of Father's Day and Flag Day. June birthdays are ruled by Mercury; their birthstone is emeralds. In many Southern states, Jeff Davis Day is celebrated on the third; in Idaho, the 15th is set aside for Pioneer Day; and Bunker Hill Day is commemorated in Suffolk County, Mass., on June 17.

An exciting new soup cookbook, "Easy Ways to Delicious Meals," is available at 50 cents a copy from Easy Ways, P. O. Box 870, Maple Plain, Minn.

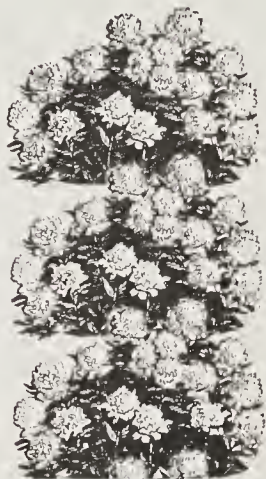
June 14-16 are the dates of the 1966 University Days for Homemakers at the North Carolina State University in Raleigh. The three-day program will include a variety of special interest groups, morning assemblies, and evening programs. Homemakers may attend one or all events. June 21-23 are the dates of the district University Days for Homemakers at UNC-G. Women of Ashe, Watauga, Caldwell, Alexander, Wilkes, Alleghany, Surry, Yadkin, Davie, Stokes, Forsyth, Davidson, Rockingham, Guilford, Randolph, Caswell, Alamance and Chatham counties are invited. Details on both programs may be obtained from your local home economics agent.

Refrigerated biscuits make quick, delicious dumplings. About 15 minutes before the pot roast or stew is done, place biscuits on top of it. Cover tightly and steam 15 minutes.

Did you know, mothers, that a young mother with her first baby washes about 4,000 diapers a year plus extra bedding and baby clothing? This is in addition to the rest of her family clothing and household linens.

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AROUND THE HOUSE by Archie Hathcock



Be Fire-Ready

IF EVER we feel like cleaning up and fixing up, it's right about now. Springtime, once we've overcome these first few days of spring fever, seems to be the time that gives us the urge to break out of the confines of the house and get some things done. (By the way, whatever happened to the week that used to be designated as "Paint-Up, Clean-Up, Fix-Up Week?")

If you haven't already done that spring cleaning, then it's a good time to make your home fire-safe.

The odds are 1 in 100, the experts say, that you'll have a home fire during the next year—and 1 in 20 that you'll have a fire in the next five years.

Think those odds are worth gambling on? Every day more than 1,650 homes or apartments are lost to fire—some 60,000 residences each year.

Of the nearly 12,000 who died in fires last year, over half of them died in home fires. Nearly one-fourth of all these fires were started by matches and smoking.

If you use care with smoking, keep your appliances in good repair and have your heating system checked annually, you'll have taken a giant step toward making your home fire-safe. But a spring clean-up job can

make it even safer.

Clean out your attic and basement and throw away those things for which you'll never find a use.

In the kitchen, check the cooking units and make it a point to clean accumulations of grease in the broiler or oven regularly.

Throw out trash in the basement and keep all combustibles away from the heating unit.

If you've had any indication that your electrical wiring is not up to par, give your electric cooperative a call for recommendations.

Keep matches out of reach of small children.

Make sure your water system has its own electrical circuit so that it will remain operative in the event of fire. Your electric cooperative personnel can help you with this problem, too.

Finally, make sure everyone in the family knows two means of escape in the event of fire in the home. It's a good idea to have a family fire drill to see how quickly everyone can get out of the home.

By taking these precautions the chances of fire in the first place are greatly reduced and the chances of anyone getting burned are minimized.

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Teen ROUNDTABLE

Granny Dresses: Should You Wear Them in Public?

"I think that the granny dress is fine for public wear. If it is not worn in public, where would you wear it? Many of our dresses are *too* short, so why not go to the other extreme instead. Surely a 'granny' will not raise as much fuss as the 'knee ticklers'."

Susie Bullock
Fair Bluff

Susie is a sophomore at West Columbus High School. Her parents, Mr. and Mrs. Johnnie Bullock, are members of the Brunswick Electric Membership Corporation.

★

"I do not think granny dresses should be worn in public. To me granny dresses are more suitable for costume or tackie parties."

Hazel Mason
Rt. 1
Bunnlevel

Hazel is 17 years old and a junior at Lillington High School. Her main interests are writing and reading. Her parents, Mr. and Mrs. D.J. Mason, are members of the South River Electric Membership Corporation.

★

"No, I do not think granny dresses should be worn in public. They are much too long for the teen-age style. They may have suited the old '20s, but not the new '60s."

Regina Lawson
Rt. 2
East Bend

Regina is a freshman at East Bend High School and her main interest is reading. Her parents Mr. and Mrs.

Escar Lawson are members of the Surry-Yadkin Electric Membership Corporation.

★

"There is a time and place for everything. The granny dress is okay for wearing around the house or to a party. I don't think they should be worn to school or downtown."

Debbi Phillips
P. O. Box 128
Murfreesboro

Debbi is 15 years old and a sophomore at Murfreesboro High School. She enjoys horseback riding, water sports and reading. Her parents, Mr. and Mrs. G. D. Phillips, Jr., are members of the Roanoke Electric Membership Corporation.

NEXT QUESTION

"Do you think teen-agers should be placed in the front fighting lines in the Viet Nam War?"

This month's provocative question is sent in by a Tarheel lad who is now living in Virginia. He's Cleveland Rushing, Rt. 1, Box 432, Hampton, Va. Cleveland says he is a 1965 graduate of East Union High School and a native of Marshville, where his parents are served by Pee Dee EMC. He has been living in Virginia this past year, where he is a member of the Naval Reserve. He's looking forward to a three-week cruise to Cuba this summer on the USS Hendley, the ship he is stationed on.

If you have a good answer, send it to **THE TEEN ROUNDTABLE**, The Carolina Farmer, P. O. Box 1699, Raleigh, N. C., at once. Send a photo, too, if you have one, (we can't return it) and a few facts about yourself. Include your parents' name, and the name of the electric membership corporation serving you. If your answer is published, we will send you \$5.

If you want to submit a question, send it along for our statewide panel to answer. For each question used, the sender will get a \$5 check. Jot yours down and send it to us right away.

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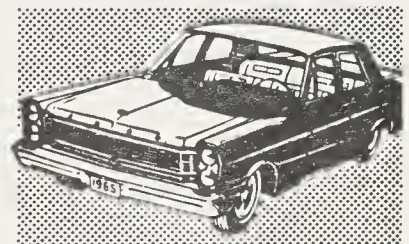
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Co-ops Plan Merger Evaluation

FOUR OF North Carolina's 33 electric membership corporations have launched studies to evaluate the advantages and disadvantages of merging their operations. The four are Blue Ridge EMC, Lenoir, Cornelius EMC, Cornelius, Davie EMC, Mocksville, and Surry-Yadkin EMC, Dobson.

Should the studies indicate a merger would be beneficial and the merger actually take place, the resulting electric co-op would be the largest in the United States. The four EMCs serve some 44,000 members over 8,300 miles of line in 19 counties in the northwestern part of the state.

The studies, authorized by unanimous votes of the directors of each co-op, will attempt to determine whether the economies and other advantages of combining the four co-ops would outweigh the disadvantages.

Among areas to be studied are rates, power supply cost, financing, revenues, system engineering, corporate and organization structure, personnel, and operating procedures and policies.

The studies are being supervised by a committee composed of two representatives from each cooperative. They are: Blue Ridge—Manager C. E. Viverette, Lenoir, and Bert Mast, president, Rt. 1, Zionville; Cornelius—Manager Donald Rice, Cornelius, and Henry C. Gabriel, board member, Rt. 1, Sherrills Ford; Davie—Manager J. C. Jones, Mocksville, and E. R. Crater, president, Yadkinville; Surry-Yadkin—Manager R. S. Burrus, Dobson, and Johnnie Collins, board member, Dobson.

In announcing the merger studies, the committee emphasized that—regardless of findings—

(1) No one's rates would be increased. On the contrary, one hoped-for result is the lowering of rates.

(2) Consumer-members' capital credits would not be disturbed. Hopefully, capital credits would be retired even faster than they have been in the past.

(3) No EMC employees would be displaced, nor their wages, fringe benefits or working conditions decreased or in any way impaired.

In fact, in time the combined work force of the associated EMCs would be capable of rendering even faster and more dependable service than the excellent service now furnished. Also, new employees might well be called for to render certain specialized services in addition to those now being rendered.

(4) The fundamental right of their own electric system would not be impaired. Each member would have an equal voice with all other members, as is now the case, but that voice would share in the control of a much larger organization if merger should actually take place.

The committee said that it will take several months to complete the merger studies and to evaluate the results. Unless the studies should show clearly that a merger would be in the decided best interests of the associated EMCs and their consumers, the committee said it will give no consideration to merger recommendations.

In any event, the committee said, a merger would require the approval of the memberships of all affected EMCs.

The committee listed several problems facing electric co-ops which prompted them to undertake the merger study. The cost of power supply for each of the co-ops—compared with other expenses—has been steadily climbing. Since EMCs are always increasing their demand for power, ways must be sought for lowering its cost.

EMCs this year began paying certain property and franchise taxes and beginning next year will pay these and other taxes in full. The result will be a substantial increase in operating expenses.

Also, because of legislation now before Congress, it is expected that interest charges on future REA loans will be higher than in the past.

Because of these problems, the four co-ops believe the prospect of realizing substantial economies and other benefits through merger is at least worthy of study. ■

Editors from page 9

magazine's personality will change—and should change—to a degree as editors change, it has been shaped noticeably by the fact that it has always been more concerned with people than with programs.

From a professional point of view, during my years as editor, we could be criticised for too much emphasis on human interest articles and features, and not enough on the factual elements of rural electrification. Effectively presenting the latter information is, of course, the purpose of the magazine—to have a membership fully informed about cooperative rural electrification and the programs essential to its success. In recent years, under the editorship of Dick Pence, I think *The Carolina Farmer* has matured to the point where it does speak more often and more to the point than we did.

The great danger in any magazine is that one writes only to the most vocal group of its readers, and these are our managers and directors. From the years 1956-61, we attempted to avoid this by following the example of the three-ring circus and offer something for everyone.

Our boss during most of this period was Bill Crisp, and he was *The Carolina Farmer's* principal champion. He also must rate as one of the best and most tolerant of all teachers. This helped make our job easy and fun, and also made it seem awfully important. So did the people we worked with—Becky Rivers, our assistant editor then; Lynn Brunson, our editorial assistant who has since moved to Texas; Charles Overman, our first advertising manager and power use director, who was succeeded by Archie Hathcock in 1960. Each of these people were fiercely proud of the departments they handled, and this pride showed in the excellence of their work.

In August of 1956, we inherited from Jerry Anderson, now acting general manager of the National Rural Electric Cooperative Association, the responsibility for a publication which had consistently improved, and the improvement was in spite of some pretty severe budgetary limitations. The magazine sold for three and a half cents per copy, and the circulation when

(Continued on page 21)

(Continued from page 20)
Jerry left was about 120,000. Jerry also had to make the advertising sales, a job I also inherited.
In 1957, the board granted us an increase per copy to five cents. This permitted us to employ Charles Overman, who handled power use promotions for the Association, did some writing for the magazine and handled advertising sales. Charles is now manager of a co-op in Georgia.

Some of the changes in the magazine during those five years which we think of as landmark improvements were the start of a teen panel, an essay contest which had as first prize a \$500 college scholarship, a change to offset printing and a better grade of paper stock, and—on the 25th birthday of REA—a 44-page issue with a four-color cover and devoted to features on people who helped organize their cooperatives.

Mainly, we remember people we worked with and wrote about, especially Jane Owen, a pretty 4-Her who inspired our teen panel; Park Dodd Sr. and Park Jr., of Beacon Press which printed our magazine in Richmond for most of its existence; Braxton Flye and Don Knight at Graphic Press in Raleigh, whose installation of an offset press gave the magazine an improved physical appearance; Frank Proffitt, the Watauga County banjo maker and folk singer who gave me the story I most enjoyed writing; the Rondthalers of Ocracoke and my daughter Mary Beth who inspired another article (The Prettiest Horse on the Island) which was personally gratifying; and Mr. Cunningham of Rt. 1, Indian Trail, who wrote a nostalgic and earthy column for us.

The most memorable (lost) cause of the period was the fight for federal development of Hell's Canyon. The greatest victory was in seeing our EMCs survive the power company onslaughts and continue to meet their obligations to the membership.



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HALE!

Success Story

A man from the city returned to his native country village after a 20 year's absence, and was inquiring of Uncle Josh about all his old schoolmates.

"What became of Tom Smith?"

"Well," said Uncle Josh, "Tom tried farming for a while and failed at that. Then he attended law school, and after three years trying to make a living at law in the county seat he failed at that."

"That's too bad," interrupted the man from the city. "Tom was a good fellow! Everybody liked him. I'm sorry to hear that he's such a failure."

"Failure!" exclaimed Uncle Josh. "He's our congressman!"

Hang On!

A young sailor out of boot camp and on his first cruise lost his hat while on deck the first time. A gruff petty officer tapped him on the shoulder and told him he'd have to pay for it.

"Heck," he said, "suppose it was stolen, would I have to pay, too?" The officer explained that you pay for any government equipment you lose.

"Gosh," gasped the lad, "no wonder captains always go down with their ships!"

DICK'S REPAIR



AL KAUFMAN

"If you put a little money into her and fix her up, she'll do until your next accident."

Come On, Gang!

A farmer who was plowing with one mule shouted: "Giddap, Pete! Giddap, Barney! Giddap Johnny!"

A stranger who overheard his shouts asked the farmer, "How many names does that mule have?"

The farmer replied: "Only one. His name is Pete, but he doesn't know his own strength, so I put binders on the rascal, yell a lot of names at him and he thinks two other mules are helping."

Stretching It

Two old coon hunters were swapping tall stories about their dogs.

"Why," said one of them, "I had a

yaller hound once and every time just before I went hunting I'd whittle out a board in the shape of a coon hide stretcher, just to show him the size of the one I wanted, then I'd set it outside where he could see it. Well, sir, one day my wife set the ironin' board outside and that critter ain't come back yet!"

Double Protection

First little boy: "Don't you just hate to wear glasses?"

Second little boy: "Nope. I like 'em."

First little boy: "How come?"

Second little boy: "Cause they keep girls from kissing me and boys from hitting me."



"Truck No. 1, emergency! Please advise what one does when one can't find the baking powder for the 4-H cookie recipe and Mommy isn't home yet."



"He followed me home — do I have to keep him?"

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over your cotton crop.

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Slide-out shelf in refrigerator

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